



Slough flu plan 2020/2021

The following plan details the key points, actions and resources for the 2020/2021 winter in relation to the flu vaccination and reducing the prevalence of the flu. The plan is broken down into 8 areas as follows:

- 1) [Families with young children aged 2-3](#)
- 2) [Families with school aged children in reception and years 1-7](#)
- 3) [People in clinical risk groups and vulnerable](#)
- 4) [People aged over 50](#)
- 5) [Carers and those living with covid19 shielded residents](#)
- 6) [Pregnant Women](#)
- 7) [Generic](#)
- 8) [Slough Borough Council staff](#)

#IamVaccinated

Eligible Group	Inputs – time, people, resources	Outputs – Activities & Participation	Outcomes – impact & date	RAG
1) Families with young children aged 2 and 3				
	<p>Children’s Centres – Communication and clinics. Other organisations catering for children such as young families such as Homestart and the wider PVI sector</p> <p>Posters, Staff as champions to engage in conversation with service users around the flu vaccine.</p>	<p>TH to provide posters & letter with leaflet for parents and in advance of children starting at Primary school. Summer 2020</p> <p>TH to talk to Marie-Claire Davern regard to resources in CC’s, creation of a flu champion in each CC linked to the “Active Protection” element of Active Movement and sharing information on hand and respiratory hygiene. To be disseminated in Sept 2020 linked to “ Active Movement Covid recovery programme”</p> <p>Link with SEND - John Thorne</p>	<p>10/9 - Personalised flu letter has been sent to all head teachers, along with the training sessions for staff and parents.</p> <p>Active Movement “health protection” work has been sent to each Children Centre and early year settings, specifically for flu vaccine uptake (and MMR)</p> <p>Wider comms has gone out across all key partners</p>	

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		Link and ensure promotion through SCST		
	Engaging with Health Visitors and School nurses around the school letter , reminding parents of the vaccine for older children at the 2 week check.	TH to liaise with Clarisser Cupid who is the HV&SN lead at S4H	01/9 – Comms has gone out to S4H	
	Nursery and Pre-schools – Communications potential outreach clinics on site	Direct communication through email, social media and letters to those settings re. Key flu messages and around hand and respiratory hygiene. linked to “ Active Movement Covid recovery programme” September 2020	As per above re. Active Movement and comms to schools	
2) Families with school aged children in Reception to year 7				
	Promote vaccine to families with children in these school years	Information to be sent to the primary head teacher forum and also via The Link in September and after the October half term. Also share with Anne Bunce (Virtual Head)	10/9 – Letters have been sent to head teachers and on The Link	

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	<p>Work with BHFT Imms Team to promote schools flu campaign to teachers and parents.</p> <p>Target primary schools direct with their 2019/20 uptake and why they should improve</p>	<p>Work with Charlotte Church and BHFT support messaging and promotion</p> <p>Personalised flu letter to be coproduced and sent to all primary schools 1st week September 2020 linked to “ Active Movement Covid recovery programme”</p> <p>Reminder sent to schools 1st week October 2019 with an update and resources through “The Link” platform Link and ensure promotion through SCST</p>	<p>Working with BHFT on potential mop up clinics for later in winter</p> <p>Letters have gone out, including information of the training session for teachers, staff and parents.</p>	
Special Schools	Provide information to Slough special schools	<p>Covered by BHFT</p> <p>TH to follow up through The Link in September 2020 and through the Schools team</p> <p>TH to work with SCST to promote the importance of the vaccination to LAC children and home schooled children. Social media with the trust and direct comms, work with social care workers and</p>	<p>10/9</p> <p>As above, all info has now gone out to partners and schools</p>	

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Chronic respiratory		Flyers and messaging provided to all students attending an asthma clinic bus with Frimley Health. TH to provide resources	14/9 – Contacted Frimley re. Asthma bus, waiting for response. 01/10- Update: No Asthma bus this year due to COVID. BHFT have agreed to send out key flu info to their mailing lists and on the respiratory wards re. Flu and Asthma	
	TH Asthma and COPD clinics, secondary care outpatients and community rehab nurses	to identify appropriate contacts at Wexham park/Asthma clinics, secondary care outpatients and community rehab nurses, to get information to respiratory patients. Early autumn 2020 Information to patients about risks to disease group. TH to work with the BHFT Asthma bus team to promote the service, engage schools and shout about successes	14/9 – Contacted Frimley re. Asthma bus, waiting for response. 01/10 – See above update	

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	Solutions4Health – SmokefreelifeBerkshire	<p>Link to S4H for promotion to Smoking cessation programme to disseminate key messages and flyers before the start of Stoptober.</p> <p>Ongoing links throughout Stoptober to the importance of the flu vaccination and the impact for smokers. Work with S4H on community outreach programmes for dual promotion opportunities (MECC approach)</p>	<p>14/9 – Engaged with S4H regard to stop smoking service and will link to Stoptober.</p> <p>S4H have integrated the question about flu vaccine to the triage of Health and Wellbeing Slough</p>	

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Neurological Conditions	<p>Neurological Specialist Nurse Royal Berkshire Hospital and Wokingham Community Hospital</p> <p>Lead – Carrie James 0118 3228487</p> <p>Carrie.James@royalberkshire.nhs.uk</p> <p>Debra Vincent Scott is the Parkinsons CNS who is based at Heatherwood and Wexham Park Hospital</p>	<p>TH to link with David M to find out who is leading on engagement with Neurology in secondary care</p> <p>Information to be sent to patients about risks to disease group.</p>	Wexham and Upton have flu posters and are promoting	
Chronic Liver Conditions	<p>TH to link with David M in shared team to see who is best contact</p> <p>Link with Slough Drug & Alcohol Team</p>	<p>Information to patients about risks to disease group.</p> <p>Information through Turning point for drugs and alcohol service.</p>	01/10 – Information has gone out to Turning point and they are helping promote	
Cardiovascular Patients	TH to link with David M in shared team to see who is best contact	Information to patients about risks to disease group.	Wexham and Upton have flu posters and are promoting	

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Immunosuppressed Patients	<p>Gloria.Aksander@nhs.net, Whitney Blunt</p> <p>Macmillan Cancer Information & Support Centre Nicola Neale or Patricia Thornhill – www.macmillan.information@hwp-h-tr.nhs.uk</p> <p>Mother of Good Hope – Teder Kwaramba contact</p> <p>Frimley – check with Jo Greengrass</p>	<p>TH to identify appropriate contacts at Wexham park – Eden Cancer Ward at Wexham Park Hospital.</p> <p>Specialist oncology nurses, Information to patients about risks to disease group</p> <p>Chemotherapy units – Community IV clinic.</p>	Wexham and Upton have flu posters and are promoting	
Chronic kidney disease		Information to patients about risks to disease group.	Wexham and Upton have flu posters and are promoting	

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Diabetes Patients	East Berkshire Diabetes Support Group.	<p>TH to speak to Marriyah at CCG about GP surgeries to promote flu vaccinations for diabetic patients.</p> <p>Beginning of September</p> <p>Information to patients about risks to disease group.</p> <p>TH to speak to CCG and S4H about the links to the NDPP and HWS service triage i.e. Asking the question of everyone coming through the service whether they've had their jab</p>	<p>CCG is helping promote flu vaccine across their networks, including doing case studies and videos. Has also targeted NDPP and patients pre-diabetic</p> <p>See above re. S4H</p>	
Vulnerable	One Slough community response	Tailored messages to be sent to the boroughs vulnerable/shielding list re. flu vaccination opportunity and importance linked to covid	10/9 – Presented to the OneSlough group and will be sharing the key information with the group	
4) People aged 50 and above				

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	Care Homes	TH to work with ASC on the engagement of care homes; 1) For all care staff including dom care 2) For all residents Provision of resources, monthly reminder and update emails, training opportunities etc Link to COVID recovery and future preparation work	01/09 – Comms has gone out to all care homes and dom care providers, including bespoke materials and posters Regular reminders to care homes & dom care	
	Beth Reed – coordinator for elderly. Over 50's Lunch Club - slough@fwaprojects.org.uk Over 50`s Arts and Craft Club – rosianmclaughlin@googlemail.com Over 60`s at Manor Park Young People Centre, Rotary Club of Slough, Age Concern Slough & Berkshire East, Age UK Berkshire Contact the Elderly - Suzan Hyland Slough Older People`s Forum	Disseminate information through the very wide network of older people. TH to identify and contact elderly community networks Flyers and social media messaging to key groups. Adapted where required.	01/10 – Done, through ASC	

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	Wexham Bowls Club, Wexham Elderly Peoples` Club Contact and link to: New Langley Community Network Colnbrook Community Association Colnbrook Parish Council Men Matters Information and promotional resources			
5) Carers and living with shielded				
Carers known to social care within the LA's	Sally Kitson Information and promotional resources	TH Information and promotional resources through social care colleagues networks and the carers group. Information and cost infographic sent to care home mangers	10/09 – Tailored letter and comms has gone to adult carers network and to young carers	
Voluntary groups catering for Carers	Sally Kitson	TH to identify and contact community networks, i.e. Asian Carers Group, Berkshire Care Association. Through SVCS and SPACE	As above	

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	Information and promotional resources	TH to link to the Slough Young Carers Steering Group and to work with Jemma (from Aik Saath) to tailor a letter and invite to all young carers to get their flu jab		
Carer's events	Identify how to go about this – ask Sally Kitson.	TH to Promote flu vaccine at any carers rights day events in Slough And to offer presentation opportunities with the various groups eg. Special Voices	10/9 – Presenting virtually to “Special Voices” on 25 th September	
CCG Staff	HR / CCG Manager Jo Greengrass & Karen	Communication vaccination importance to patients and identify champions within health care teams	Comms has gone to CCG	
Carer Providers within the Borough	HR / Occupational health of care providers and Social care departments in each LA.	TH to discuss with Sally Kitson or Jane Senior Communication vaccination importance to patients and identify champions within health care teams	As per carers comms	

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BME Community	SPACE (Slough Prevention Alliance Community Engagement)	Initial discussion with the CVS and signposting/flyers/social media targeting for Flu. Link to the #OneSlough response to COVID and Slough BAME project.	10/9 – Presented to OneSlough and targeted comms has gone out too	
Roma, Gypsy & Traveller community		Work with the locality team within SBC to send out the relevant messages. Work with Alex the Roma outreach officer to translate messages where required. BHFT inequalities nurse and childhood imms mop up to do a bespoke flyer in Romanian	Info sent to localities team, will be looking at translated flyers for the mop up clinics 10/10 – Working with BHFT imms nurse on this winters mop up clinics	
Carers flu offer	Local Authority – PH and Adult Social Care	Work with local partners, voluntary sector and care homes to promote the new NHS carers flu offer. Bespoke letter to be produced for young carers	Letter has been sent as above	
Those living with shielded residents	One Slough community response	Tailored messages to those that live with shielded residents re. flu vaccination opportunity	10/9 – Presented to OneSlough and targeted comms has gone out too	

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6) Pregnant women				
	Royal Berkshire Hospital and Wexham Maternity Units to offer vaccines at all anti-natal appointments.	Covered in NHS England commissioned services Targeting messaging linked to the national campaign #StayWellThisWinter re flu vaccination importance	Wexham and Upton have flu posters and are promoting	
	Frimley ICS LMS	Work with the new immunisation nurse who will be targeting pregnant women for Flu and Pertusis	Ongoing	
7) Generic				
Generic Press Release	TH to create with support of comms	A short paragraph with generic information. – Link to the national PHE comms press release to avoid duplication and link to “protect NHS” link to future COVID	Council comms going out throughout September. Joint East/West Berkshire posts being sent 22 nd September	
Internet	TH to work with comms as well as the new Slough ‘PH site for	Specific page on Local Authority website – link to CCG page.	01/09 – Bespoke Flu page created on Public Health	

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	specific information and advice. – Link to the #IamVaccinated campaign	Creation of a new flu landing page on the new Slough PH website. This will include updates, key facts, myth busting and downloadable resources.	website and linked to #IamVaccinated	
Social media	Twitter & Facebook:- <ul style="list-style-type: none"> - Myth busting, e.g. yearly nasal spray, not injection for young children. - Local flu outreach clinics, - Highlight of all pharmacies involved on a rolling programme. 	TH to work with comms team on a joint comms plan – Speak to GL Potential to do targeted paid Facebook adverts within specific areas of the community TH to write ongoing short messages based on guidelines to tweet. SBC to regularly retweet messages from national Public Health England/Department of Health/NHS England twitter accounts on the topic of flu and ‘Staying well this winter’. Weekly twitter #IamVaccinated clinic every Wednesday 5-6pm for all vaccinations	01/09 – Communication plan for Facebook, twitter and Instagram has been done, including tailored images and infographics and sent to all key partners. Paid Facebook advert launching on 18 th September for 6 weeks SBC central comms ongoing promotion Clinic established, launching first Wednesday of August.	

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Advocacy to the community	Council Members	to include information in their blogs or newsletters on how important the flu vaccine is. To action at CMT in September – Link to COVID response	Internal comms has been sent out, including being referenced at SBC conference on 17 th September	
Printed resources	CCG comms.	Poster for GP surgeries . TH to follow up with direct email regard to available resources in September and October	All GP's and pharmacists have been offered new material. Approx 10 sites have been sent posters and flyers .	
Community based promotion	Raising awareness of who can access Flu vaccines through printed information, community leaders and cascade through all public health interventions within the Borough.	TH to identify and circulate PHE posters/leaflets and infographics to GP's surgeries, nurseries/playgroups, care homes, elderly homes, churches/mosques, faith leaders & venues for 'at risk' groups. Mum & toddler groups in the community (local churches/schools) Breastfeeding & weaning networks http://www.netmums.com/east-berkshire/local/index/baby-toddler/parent-toddler-groups/slough	15/09 – Promo materials, comms plan and links to virtual sessions has gone out across partners. (Including to libraries – hard copy and electronic screens)	

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		Promotion on the TV screens at the Curve and other libraries. September – December and send to GP surgeries and business for use on screens		
Large events within the Borough and allied campaigns.		<p>Low uptake GP practices from previous year. TH to liaise with NHSE as flu programme commissioners and CCG as Quality leads to ensure that there is robust oversight of practice variation.</p> <p>Link to the Slough immunisation partnership work</p>	<p>CCG are supporting this element of work</p> <p>23/10 – Immunisation partnership restarting in November</p>	
		<p>Policy of consent and antenatal clinics to enhance uptake via advice and ensuring access to clinics is made easier– To make sure there are opportunistic vaccinations in GP surgeries when midwives visit to do antenatal checks. 0-19 Service links</p> <p>All part of commissioned services with Frimley park hospital</p>	15/09 – S4H are helping promote across the 0-19 service.	

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		Work with “Lizas Tuk Tuk” to run a community outreach session over the winter – 2 week programme in October/November at key community sites e.g. town centre, Chalvey, key schools	Tuk Tuk has been commissioned and will run for 2 weeks in October, including giving out flyers and poster outreach	
Leisure centres	Everyone Active and SBC	Creation of flyers and posters to promote flu vaccination and good hand hygiene at all Slough leisure centres. TH to disseminate mutually branded material to centres in Sept/Oct 2020	Ongoing – linked to COVID	
Slough Borough Council staff				
	Creation of an SBC steering group for the Flu- Representation across various council departments	Suggestions that: <ul style="list-style-type: none"> - All team meetings and staff 121's include flu on the agenda - Creation of an internal comms plan with TH and AS based on 3 approaches (Moral reason for the job, personal reason for getting the job and business reason for getting the job) – Link to COVID-19 - Creation of champions within 	20/07 – A report is being compiled to go to “Silver” on SBC paying for staff flu vaccinations 30/07 – SBC flu group has been restarted with the first meeting on 19/8	

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		<p>departments</p> <ul style="list-style-type: none"> - Creation of myth busting resources, posters and flyers in various locations - Photo opportunities with directors and their vaccinations - Creation of boards that can be used on social media “#IamVaccinated” - Restart SBC Flu group - Re-visit opportunity to fund SBC vaccinations 	<p>01/09 – SBC staff immunisation webinar has been established for 2 dates in September</p> <p>Internal comms will be going out from end September</p> <p>10/10: Update – Both staff webinars have now been delivered with around 50 staff in total taking part. SLT has agreed to provide flu vaccine for free to staff that can't get an NHS vaccine for free. (This is the first time it's ever been offered uniformly to staff)</p>	